

Exhibit 1

Google Search on August 25, 2022, for “dreamcatchers paris hilton” – Third Listed is

<https://donnabellahair.com>

dreamcatchers paris hilton - Google

google.com/search?q=dreamcatchers+paris+hilton&rlz=1C5CHFA_enUS980US980&oq=dreamcatchers+paris+hilton&aqs=chrome..69i57.12810j0j4&sourceid...

Google

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About 430,000 results (0.44 seconds)

<https://www.hairextensionsinchicago.net> › hair-extensions

Paris Hilton's DreamCatchers Hair Extensions

Paris Hilton's DreamCatchers Hair Extensions. The #1 technology in the hair extension industry in the world. Get the Exact Same Hair as Paris Hilton.



<https://dreamcatchers.com>

DreamCatchers Hair Extensions: DreamCatchers - The ...

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<https://donnabellahair.com> › blogs › paris-launches-hair...

Paris Launches Hair Extension Line – DreamCatchers

Mar 15, 2022 — It was announced today that **Paris Hilton** has launched her signature **DreamCatchers** European hair extensions at the annual Chicago Midwest ...

<https://www.youtube.com> › watch

Paris Hilton Talks about Dream Catchers Hair Extensions On ET



Paris Hilton talks about her **Dream Catchers** hair extension line on Entertainment Tonight.

YouTube · dreamcatchers · Mar 8, 2010

Exhibit 2

March 15, 2022, Announcement on Donna Bella Hair website “Paris Launches Hair
Extension Line – Dreamcatchers” with “Shop Now” button.

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Paris Launches Hair Extension Line – DreamCatchers

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It was announced today that Paris Hilton has launched her signature DreamCatchers European hair extensions at the annual Chicago Midwest Beauty Show in Rosemont.

"Hair is such an important part of my everyday life, I wear a different hairstyle everyday, and I want great hair to be easy for everyone," Hilton said.

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DreamCatchers permanent extensions, produced by HairTech International, come in a various textures and colors. DreamCatchers hair extensions are made of virgin (unprocessed) hair, and can be styled, permed or colored. It's reported that each extension will cost between \$8 to \$10. According to HairTech International CEO Chris Volek:

"The extensions are applied in a salon and take about two hours for a full head application - four to six hours less than most other extension processes."

Paris noted that, after wearing the extensions for a couple months she should tie her name to them:

"It's something I really believe in," she cooed. "I want my fans to feel great, to feel sexy."

Shop Now

Exhibit 3

Red Circles on Exhibit 2 identifying trademark infringement, and false statements of fact, followed by a “Shop Now” button.

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Paris Launches Hair Extension Line **DreamCatchers**15
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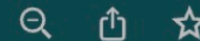
Paris noted that, after wearing the extensions for a couple months she should tie her name to them:

"It's something I really believe in," she cooed. "I want my fans to feel great, to feel sexy."

Shop Now

Exhibit 4

Defendants’ “Shop Now” button redirects deceived consumers to purchase “Donna
Bella” hair extensions at “donnabellahair.com/pages/shop”



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PROFESSIONAL METHODS

- ✓ 100% Remy Human Hair, cuticle intact
- ✓ Long-lasting silky hair extensions
- ✓ Requires professional stylist to install, blend and remove



HYBRID WEFT



Sew in method combining hand tied and machine bonded wefts.

SHOP COLLECTION



TAPE-IN



Pre-taped wefts attach to hair using damage-free adhesive.

SHOP COLLECTION

Exhibit 5

The “Dream Catchers” trademark in IC 026 “hair extensions,” which is both
incontestable and famous.

[Trademarks](#) > **Trademark Electronic Search System (TESS)**

TESS was last updated on Thu Dec 15 03:17:22 EST 2022

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DREAM CATCHERS

Word Mark	DREAM CATCHERS
Goods and Services	IC 026. US 037 039 040 042 050. G & S: Hair extensions. FIRST USE: 20070630. FIRST USE IN COMMERCE: 20070630
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	78822035
Filing Date	February 23, 2006
Current Basis	1A
Original Filing Basis	1B
Published for Opposition	September 26, 2006
Registration Number	3674581
Registration Date	August 25, 2009
Owner	(REGISTRANT) Hair Tech, Inc. CORPORATION GEORGIA 16310 Bake Parkway Irvine CALIFORNIA 92618 (LAST LISTED OWNER) VOLEK, CHRISTOPHER MARK AKA DREAMCATCHERS INDIVIDUAL UNITED STATES 1075 GRAY BRANCH RD. MCKINNEY TEXAS 75071
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	christopher brainard
Type of Mark	TRADEMARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20180924.
Renewal	1ST RENEWAL 20180924
Live/Dead Indicator	LIVE

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Exhibit 6

“Donna Bella” trademark in IC 026 “hair extensions,” owned by BIG.

TESS was last updated on Tue Nov 15 03:47:23 EST 2022

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to record:

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DONNA BELLA HAIR

Word Mark	DONNA BELLA HAIR
Translations	The English translation of "DONNA BELLA" in the mark is "BEAUTIFUL WOMAN".
Goods and Services	IC 026. US 037 039 040 042 050. G & S: Hair extensions. FIRST USE: 20060901. FIRST USE IN COMMERCE: 20060901
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	86935997
Filing Date	March 10, 2016
Current Basis	1A
Original Filing Basis	1A
Published for Opposition	April 4, 2017
Registration Number	5226010
Registration Date	June 20, 2017
Owner	(REGISTRANT) BIG IP OPCO., LLC LIMITED LIABILITY COMPANY UTAH 631 NORTH 400 WEST SALT LAKE CITY UTAH 84103
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	Darren Spielman

Prior Registrations
Disclaimer
Type of Mark
Register
Other Data
Live/Dead Indicator

4798796
NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "HAIR" APART FROM THE MARK AS SHOWN
TRADEMARK
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Exhibit 7

“Donna Bella Hair Extensions” Three (3) Samples - Hair Quality Technical Report, Grades: D-/F, D+,
D+.

+ Hair Sample Technical Report

SAMPLES Donna Bella Hair Extensions (Samples Purchased 2022)

Report Generated By:
Christopher Brainard
Chief Hair Tech
DREAMCATCHERS INTERNATIONAL, INC.
HAIRLOCS, INC.

D+ Donna Bella Hair #12/600 - 22" 30 grams - Mixed
D+ Donna Bella Hair #60 - 22" 30 grams - Mixed/Breakage
D-/F Donna Bella Hair #80 - 18" 25 grams - Damaged

Testing Date: January 10, 2023

Sample Identification

Sample presents as a "THREE SAMPLES PURCHASED FROM DONNA BELLA 2022" – Three pieces Colors: #12/600, #60, #80 (Image 1)

Diameter: Below Average

Analysis of the diameter of the all three hair samples demonstrated in the normative range (range 17 um to 180 um) with the average score for absolute diameter being consistently approximately 90-100 um. Testing on samples demonstrates that hair that consistently exceeds 110 um presents tends to be rough when surface conditioners like silicon or natural oils (example Jojoba) are removed. As such, the sample provided tested and when given an observational score from one (1) to ten (10) with a lower score being indicative of finer/softer hair, the diameter is scored as a six (6) indicating a tendency to be course.

PH Analysis: Normal

Slight acidity in the presence of full cuticle will cause cuticle structure to lay flat and give an initial impression of soft silky hair. Excessive acidity indicates excessive or improper processing. The #12/600, #60, #80 demonstrated pH of 6, 5.5 and 5.5 respectively.

Cuticle Analysis and Cuticle Quality: Extremely Poor

#12/600 – Partial or No Cuticle, Mixed, Hair Shaft Breakage. Grade: D+

#60 – Partial Cuticle, Mixed Hair Quality. Grade: D+

#80 – Partial Cuticle, Damaged Hair: Grade: D-/F

Each of the three (3) samples presented different levels of processing and cuticle under three types of light.

Microscopic observation of the "Piano" two color hair (i.e., #12/600) was inconsistent with merely No Cuticle in 30% of the strands observed and only partial cuticle on 50% of the strands closely observed. Scarring was present indicating improper processing and tendency of hair to dry rapidly and become course and tangle. (Images 2 & 3).

Microscopic observation of the #60 "Blond" was consistently partial cuticle only in approximately 65% of the strands closely observed. More hair shaft scarring indicated heavy damage most likely from improper processing. (Images 4 & 5).

Microscopic observation of the #80 "Blond" was consistently partial cuticle only in approximately 65% of the strands closely observed. More hair shaft scarring indicated heavy damage most likely from improper processing. (Images 6 & 7).

Medullary Index: Inconsistent, Average, Cuticle Differences, Mixing

The medullary index provides a lower percent indicates softer hair. For the #12/600 hair the index was observed varied and included at least both 30% and 33%, for the #60 it was observed varied and included at least 29%, 30%, and 32% (indicating mixing of different quality hair), for the #80 it was observed as varied and included at least 29%, 30%, and 33%. Cuticle structure comparison between strands showed variance with strands within each sample further confirming mixing of different hair and different quality hair (dilution).

Conclusions

Tester identifies all hair as below Dreamcatchers' standard and not warrantable. Tester provides an overall score of (D-/FAIL) on the #80 Hair, (D+) on the #60 Hair, and (D+) on the #12/600 Hair. This hair was poor quality throughout, of mixed lower quality damaged hair with scarring.

Representative Images to follow:

IMAGE 1 – SAMPLES IN PACKAGING PURCHASED FROM DONNA BELLA VIA "SHOP NOW BUTTON 2022"



#12/600 – Partial or No Cuticle, Mixed, Hair Shaft Breakage. Grade: D+

Image 2 - #12/600 (Longitudinal and Horizontal Breakage/Scarring)



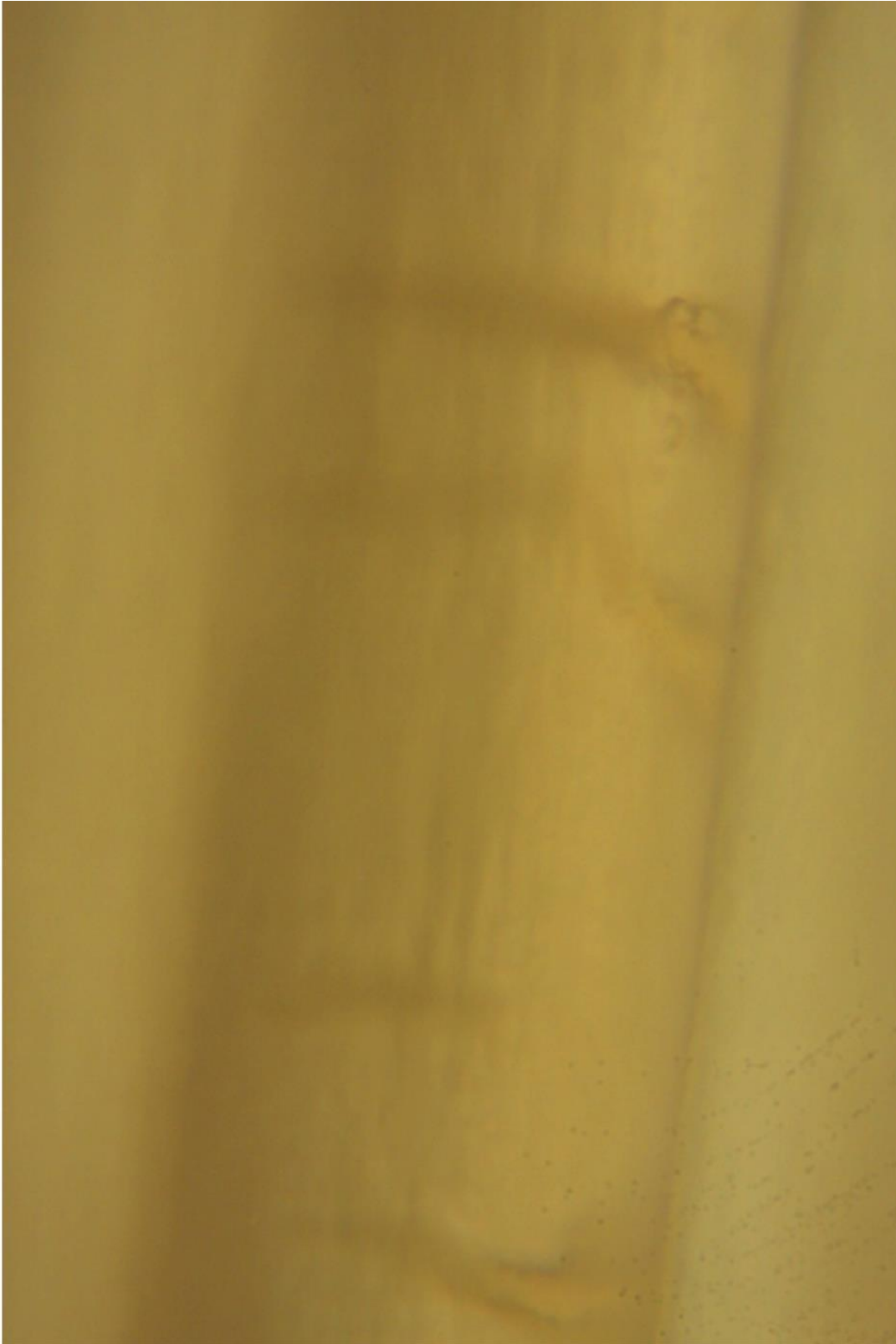
#12/600 – Partial or No Cuticle, Mixed, Hair Shaft Breakage. Grade: D+

Image 3 - #12/600 (Longitudinal and Horizontal Breakage/Scarring)



#60 – Partial Cuticle, Mixed Hair Quality. Grade: D+

Image 4 - #60 (Heavy Scarring)



#60 – Partial Cuticle, Mixed Hair Quality. Grade: D+

Image 5 - #60 (Horizontal scarring)



#80 – Partial Cuticle, Damaged Hair: Grade: D-/F

Image 6 - #80 (Very low quality hair, damaged, heavy scarring/breakage)



#80 – Partial Cuticle, Damaged Hair: Grade: D-/F

Image 7 - #80 (Low quality hair, damaged, horizontal scarring/breakage)

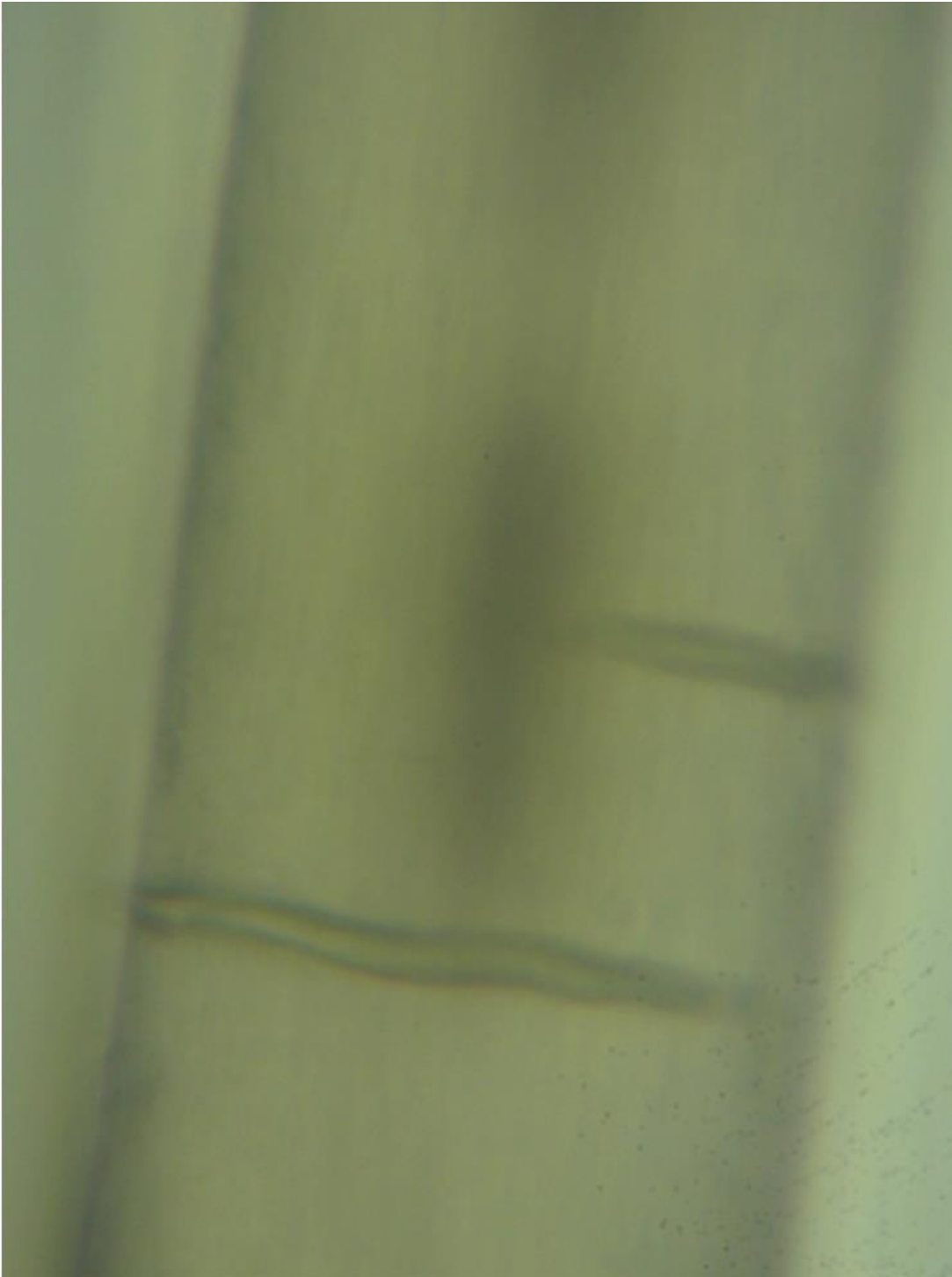


Exhibit 8

“Dream Catchers Hair Extensions” Four (4) Samples – Hair Quality Technical Report, Grades: A, A,
A+, A.

+ Hair Sample Technical Report

SAMPLES Dream Catchers Hair Extensions

Report Generated By:
Christopher Brainard
Chief Hair Tech
DREAMCATCHERS INTERNATIONAL, INC.
HAIRLOCS, INC.

A Dream Catchers Hair #8 (Auburn) – Full Cuticle
A Dream Catchers Hair #19 (Blond) – Full Cuticle
A Dream Catchers Hair #12 (Light Auburn) – Full Cuticle
A Dream Catchers Hair #20 (Light Blond) – Full Cuticle

Testing Date: January 10, 2023

Sample Identification

Sample presents as a “FOUR SAMPLES DREAM CATCHERS INVENTORY 2022” – Four Pieces Colors: #12, #19, #10, #20

Diameter: Above Average

Analysis of the diameter of the all three hair samples demonstrated in the normative range (range 17 um to 180 um) with the average score for absolute diameter being consistently below 80um and at 60-80 um. As such, the sample provided tested and when given an observational score from one (1) to ten (10) with a lower score being indicative of finer/softer hair, the diameter is scored as a four (4) indicating a tendency to be soft.

PH Analysis: Normal

Slight acidity in the presence of full cuticle will cause cuticle structure to lay flat and give an initial impression of soft silky hair. Excessive acidity indicates excessive or improper processing. The #12, #19, #10, and #20 all consistently demonstrated pH of 5.5, 5, 5.5, and 5, respectively.

Cuticle Analysis and Cuticle Quality: Excellent/Exceptional

#8 (Auburn) – Full Cuticle, No Breakage/No Scarring. Grade: A

#19 (Blond) – Full Cuticle, No Breakage/No Scarring. Grade: A

#12 (Light Auburn) – Full Cuticle, No Breakage/No Scarring Top/Bottom. Grade: A

#20 (Light Blond) – Full Cuticle, No Breakage/No Scarring. Grade: A

Each of the Four (4) samples presented consistent full cuticle structure throughout the hair in samples, under three types of light.

Microscopic observation of the #8 “Auburn” demonstrated full cuticle on over 90% of the strands observed and partial to full cuticle on approximately 10% of the strands closely observed. No scarring, breakage, or damage was present indicating superior processing and tendency of hair to remain soft and silky for as long as it is properly cared for. (Image 1).

Microscopic observation of the #19 “Blond” was consistently full cuticle in approximately 85% of the strands closely observed and partial to full cuticle on 15% of the stands closely observed. No scarring, breakage, or damage was present indicating superior processing and tendency of hair to remain soft and silky for as long as it is properly cared for. (Image 2).

Microscopic observation of the #12 “Light Auburn” was consistently full cuticle in approximately 95% of the strands closely observed and partial to full cuticle on 5% of the stands closely observed. No scarring, breakage, or damage was present from top

to bottom of sample indicating nearly perfect processing and hair which will remain soft and silky for as long as it is properly cared for. (Image 3).

Microscopic observation of the #20 "Light Blond" was consistently full cuticle in approximately 85% of the strands closely observed and partial to full cuticle on 15% of the stands closely observed. No scarring, breakage, or damage was present indicating superior processing and tendency of hair to remain soft and silky for as long as it is properly cared for. (Image 4).

Medullary Index: Consistent, Above Average, Cuticle Comparison

The medullary index provides a lower percent indicates softer hair. For the #8 "Auburn" hair the index was 31%, for the #19 "Blond" hair it was 28%, for the #12 "Light Auburn" it was 32%, and for the #20 "Light Blond" it was 28% - Samples were consistent suggesting single donor in each sample, good hair color selection, and good processing. Analysis of strands cuticle structure was consistent from strand to strand suggesting single donors.

Conclusions

Tester identifies all hair as consistent with Dreamcatchers' standard and fully warrantable. Tester provides an overall score of excellent (A) on the #8 Hair, excellent (A) on the #19 Hair, and exceptional/rare (A) on the #12 Hair, and excellent (A) on #20 hair. This hair was excellent and exceptional quality throughout free of breakage or other damage.

Representative Images to follow:

Image 1 - #8 – Full Cuticle, Excellent, Little/No Damage. Grade: A.

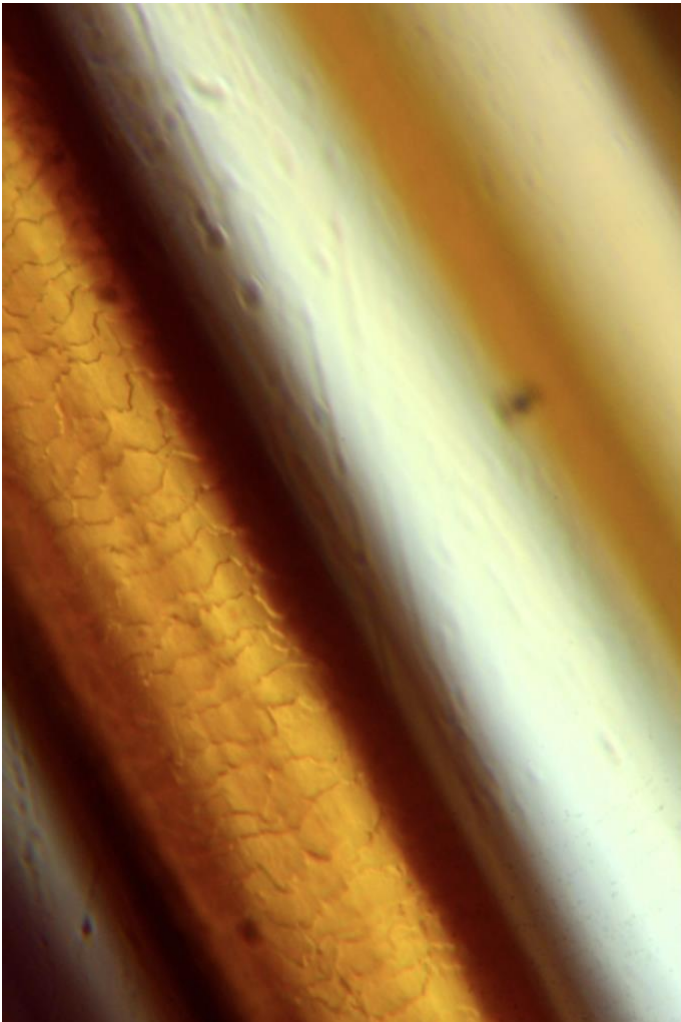


Image 2 - #19 – Full Cuticle, Excellent, No Damage. Grade A.

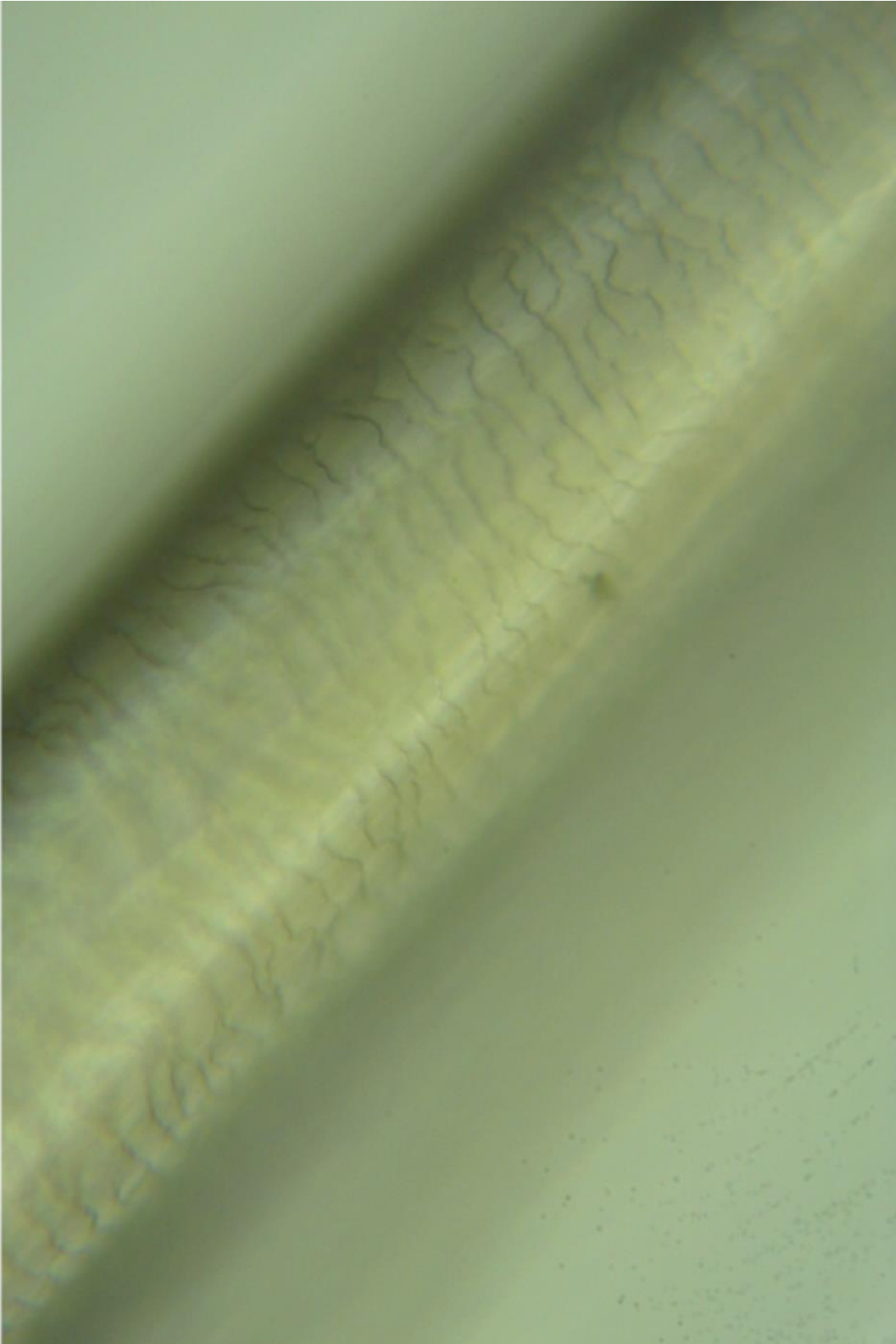


Image 3 - #12 – Full Cuticle Throughout, Exceptional, No Damage. Grade A.

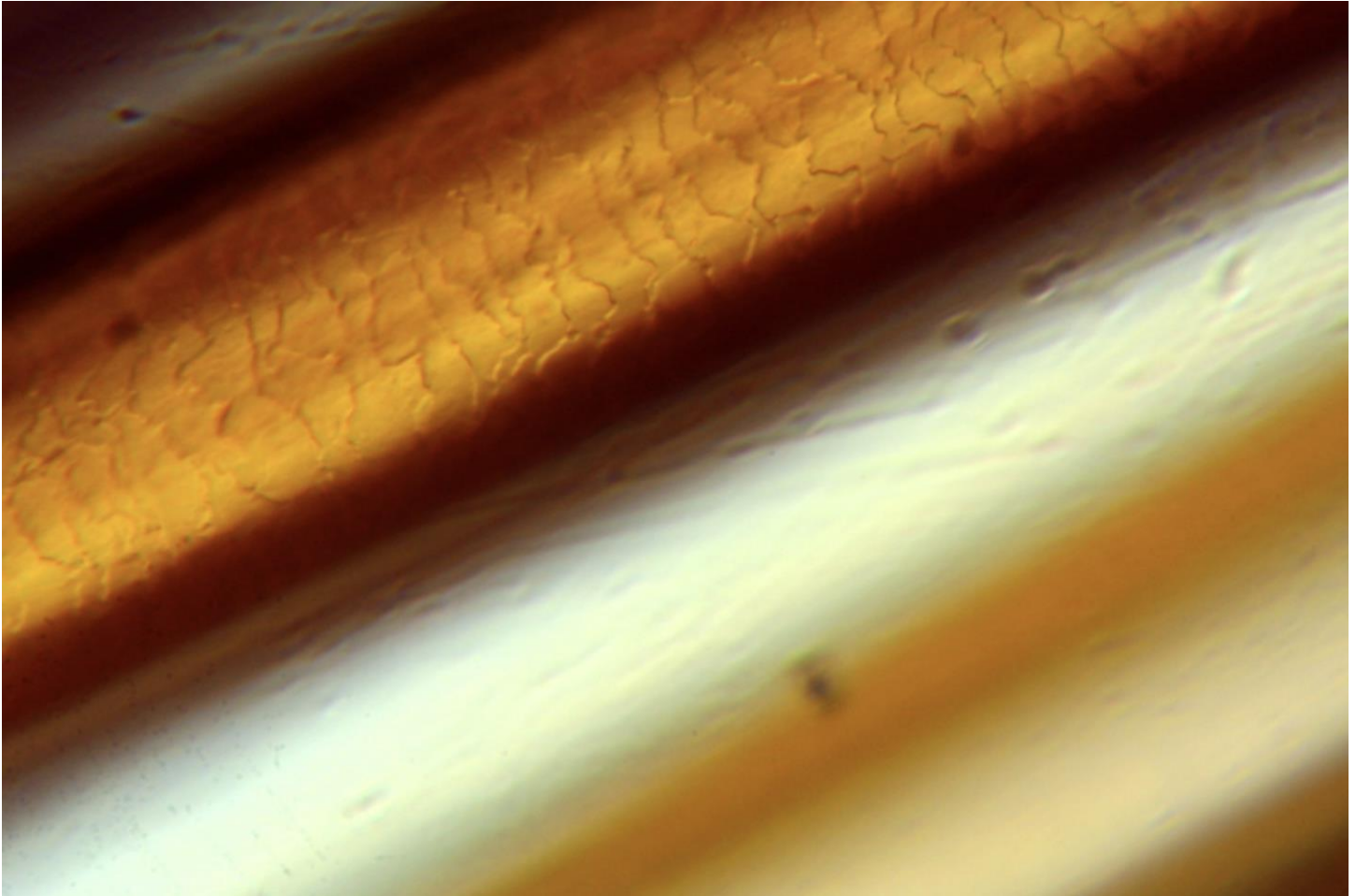


Image 4 - #20 – Full Cuticle, Excellent, No Damage. Grade A.

